

CLAIMS

1. A method of resetting the value of a coupon comprising:
receiving a request for valuation of a coupon from a retailer;
5 accessing market demand information for a product corresponding
to the coupon in response to the request;
determining a market demand value based on the market demand
information;
determining a coupon value based on the market demand value;
10 providing the coupon value to the retailer;
2. The method of claim 1 wherein the request for valuation is in
response to a purchase.
- 15 3. The method of claim 1 wherein market demand is accessed from a
database storing product sales data.
4. The method of claim 1 wherein market demand information is
selected from a database including: retailer inventory, competitor pricing, current
20 and anticipated competitor inventory, competitor advertising spending, cyclical
buying trends, and economic indicators.
5. The method of claim 1 wherein the coupon value is limited within a
predefined range.
25
6. The method of claim 1 wherein providing the coupon value to the
retailer is in response to the request for valuation.

12. The method of claim 11 wherein the request for valuation is in response to a purchase.

[illegible]

13. The method of claim 11 wherein market demand is accessed from a database storing product sales data.

5 14. The method of claim 11 wherein market demand information is selected from a database including: retailer inventory, competitor pricing, current and anticipated competitor inventory, competitor advertising spending, cyclical buying trends, and economic indicators.

10 15. The method of claim 11 wherein the coupon value is limited within a predefined range.

15 16. The method of claim 11 wherein providing the coupon value to the retailer is in response to the request for valuation.

17. The method of claim 11 wherein the retailer is the manufacturer.

18. The method of claim 11 wherein the market demand value comprises a percentage to be multiplied by the coupon value.

20 19. The method of claim 11 further comprising: computer readable code for allocating at least a portion of the coupon value to the customer purchasing the product.

25 20. The method of claim 11 further comprising: computer readable code for allocating at least a portion of the coupon value to the retailer.

21. Computer readable media containing computer readable code for resetting the value of a coupon based on market information comprising:

5 means for receiving a request for valuation of a coupon from a retailer;

means for accessing market demand information for a product corresponding to the coupon in response to the request;

means for determining a market demand value based on the market demand information;

10 means for determining a coupon value based on the market demand value; and

means for providing the coupon value to the retailer;

20060707 10:44:31.010900